

■ Wisconsin Main Street  
Application Workshops

The Department of Commerce and the Council on Main Street are pleased to announce that three regional Main Street Application Workshops will be held in October.

**October 26, 2004 - 8:30 AM to 2:30 PM  
Reedsburg**

Reedsburg Public Library  
370 Vine Street  
Reedsburg, WI 53959

**October 27, 2004 - 10:00 AM to 4:00 PM  
Medford**

Frances L. Simek Memorial Library  
400 North Main Street  
Medford, WI 54451

**October 28, 2004 - 9:00 AM to 3:00 PM  
Plymouth**

Plymouth Public Library  
130 Division Street  
Plymouth, WI 53073

■ Requirements

Communities interested in applying to the Wisconsin Main Street Downtown Revitalization Program **are required** to send at least one representative to one of the three workshops. Communities are strongly encouraged to send more than one representative.

■ Other Information

For directions to the workshop or parking information, contact Don Barnum at

608-266-7531

e-mail:

dbarnum@commerce.state.wi.us

web-site:

<http://commerce.wi.gov/CD/CD-bdd-events.html>

■ Workshop Topics

- Why are Downtowns Important?
- The Main Street Approach
- The Main Street Program Manager
- Committees
- Assistance provided to Wisconsin Main Street communities
- Wisconsin Main Street Staff
- The National Main Street Center
- The Application Process
- The Council on Main Street
- Criterion 1: Need
- Criterion 2: Organizational Capability: Building Commitment & Organizing for Success
- Criterion 3: Public Support
- Criterion 4: Private Support
- Criterion 5: Financial Capability: Raising Funds
- Criterion 6: Physical Capacity
- Criterion 7: Historic Identity
- Final Instructions and Applicant Rating Form
- Keys to Success

■ Community Selection

At this time we anticipate that a maximum of three new communities will be selected for participation in the Wisconsin Main Street Program in 2005.

■ Existing Communities

Communities selected in 2005 will join the existing 35 Main Street Communities:

Algoma, Beloit, Black River Falls, Blanchardville, Chippewa Falls, Columbus, Crandon, Darlington, De Pere, Eagle River, Fond du Lac, Gillett, Green Bay, Lincoln Village, Marshfield, Mischicot, Pewaukee, Platteville, Osceola, Portage, Rice Lake, Richland Center, Ripon, Sharon, Sheboygan Falls, Stevens Point, Sturgeon Bay, Tigerton, Two Rivers, Viroqua, Waupaca, Watertown, Wausau, West Allis, and West Bend.

■ Application Process

For more information about the application process, call Jim Engle, Wisconsin Main Street Program. at 608-267-0766.

Prsrt Std  
US Postage Paid  
Madison, WI  
Permit No. 1369



**Three Regional Workshops**  
Reedsburg, October 26  
Medford, October 27  
Plymouth, October 28

■ Who Should Attend?

The Main Street Program has been effective in downtowns of small and large municipalities and urban commercial neighborhood districts. Government officials, business owners, volunteers and other community leaders interested in the revitalization of their downtowns and urban neighborhood districts are encouraged to attend.

■ Registration

Please register by October 15, 2004.

Name \_\_\_\_\_

Title \_\_\_\_\_

Representing \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Evening Phone \_\_\_\_\_

I will attend at this location:

- \_\_\_\_\_ Reedsburg, October 26, 8:30 AM
- \_\_\_\_\_ Medford, October 27, 10:00 AM
- \_\_\_\_\_ Plymouth, October 28, 9:00 AM

■ Registration Address

Please mail this form to:

Don Barnum  
Wisconsin Department of Commerce  
Bureau of Downtown Development  
P.O. Box 7970  
Madison, WI 53707

■ What is the Main Street Program?

The Wisconsin Main Street Program is based on the National Trust for Historic Preservation’s philosophy, which advocates restoration of the historic character of traditional business districts while pursuing development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements.

Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets/ urban neighborhood districts to centers of community activity and commerce.

The results in Wisconsin have been impressive. Wisconsin Main Street Programs have brought significant numbers of new businesses and jobs to their respective downtowns. Facade improvements and building rehabilitation projects have upgraded the image of Main Street. Promotional activities bring the community together in a positive way.

Wisconsin Main Street Program Investment Statistics and Return on Investment (ROI)  
Fiscal Years 1988-2003

- 3,115 Building Rehabilitations = \$140,493,296
- 170 New Buildings = \$151,485,751
- 2,403 New Businesses = 11,925 New Jobs
- \$42,325,237 estimated real estate taxes generated by building rehabilitations and new buildings (ROI)
- \$151,200,000 estimated state sales taxes generated by new businesses (ROI)
- \$71,845,020 estimated state income taxes generated by new jobs (ROI)
- \$41.46 return for every state dollar invested through Wisconsin Main Street Program
- \$10.61 return for every local dollar invested through local Main Street organizations
- \$8.45 return for every state and local dollar combined invested through Main Street

■ The Four-Point Approach

There are no quick fixes for declining downtowns/urban neighborhoods. Success is realized through the comprehensive and incremental approach of the Main Street Program.

Four elements combine to create this well balanced program:

Design involves creating an environment where people want to shop and spend time. First impressions can have a lasting influence. Rehabilitated buildings, attractive storefronts, enticing window displays, clean streets and sidewalks, and properly designed signage together present an appealing image to potential customers, tenants and investors.

Organization involves building a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and chambers of commerce. Everyone must work together to renew downtown/urban neighborhoods. Fundraising, volunteer development, and public relations are examples of organization activities.

Economic Restructuring involves analyzing current market forces to develop long-term solutions. Sharpening the competitiveness of Main Street’s traditional merchants, recruiting new businesses, and creatively converting unused space for new uses are examples of economic restructuring activities.

Promotion creates excitement in the downtown/ urban neighborhood district. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

■ Services Available to Communities

Communities selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance including:

1. Onsite volunteer training programs;
2. Manager orientation and training sessions;
3. Advanced training on specific downtown/ urban neighborhood issues, such as marketing, business recruitment, volunteer development, and historic preservation;
4. Onsite visits to help each community develop its strengths and plan for success;
5. Onsite design assistance;
6. Onsite consultation to business owners and managers; and
7. Materials such as manuals and slide programs.

